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Way-tales: archaeological toponymics for emerging tourist spaces

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Way-tales: archaeological topophonics for emerging tourist spaces



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Thursday 30th August 2018 Inclusive Innovation in Tourism



Objectives of Research and Development

Analyse the spaces of value for citizens of the city

Design new tourist walking routes to give visitors guided access to hidden and intangible cultural heritage

Design and write new guides using innovative media

Contribute to Place-Branding



RESEARCHER
LINKS



UNIVERSITY OF
BIRMINGHAM



UTCC
มหาวิทยาลัยหอการค้าไทย



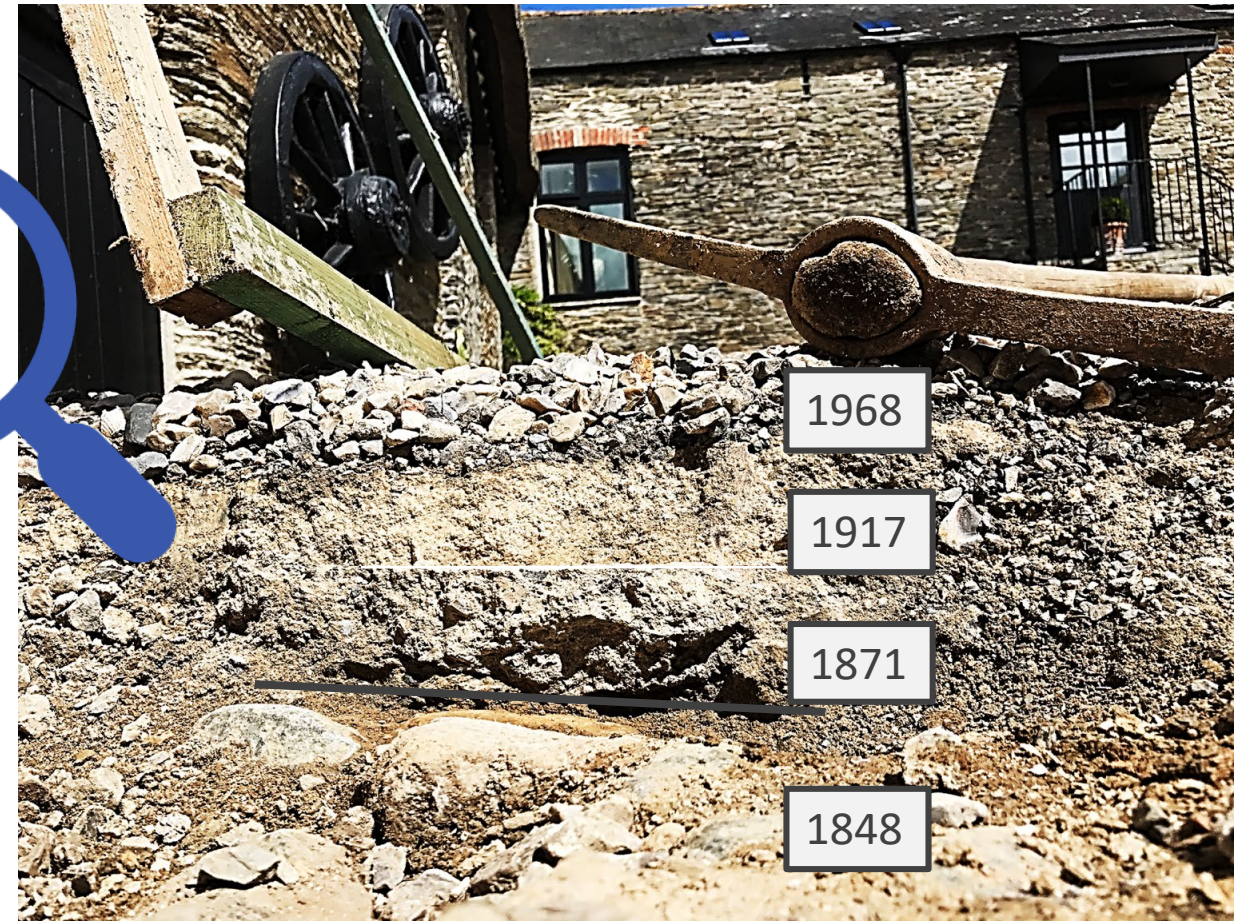
Archives



Visitor
DMO's marketing officer
Travel writer
Local inhabitant
The Place



Archaeological topophonics
puts a magnifying glass at the
interface between the local
inhabitant and the place.





Restrictions and erased places all constrain the behaviours and practices of the local inhabitants

Like Plymouth, Nantes has slopes and steps -



URBAN PLANNING FOR PETROL AND THE MOTOR CAR

leaves local pedestrians to make sense of their own environment. They find and create their own value





*« Nantes where I
loved a park -
Procé Park. »*

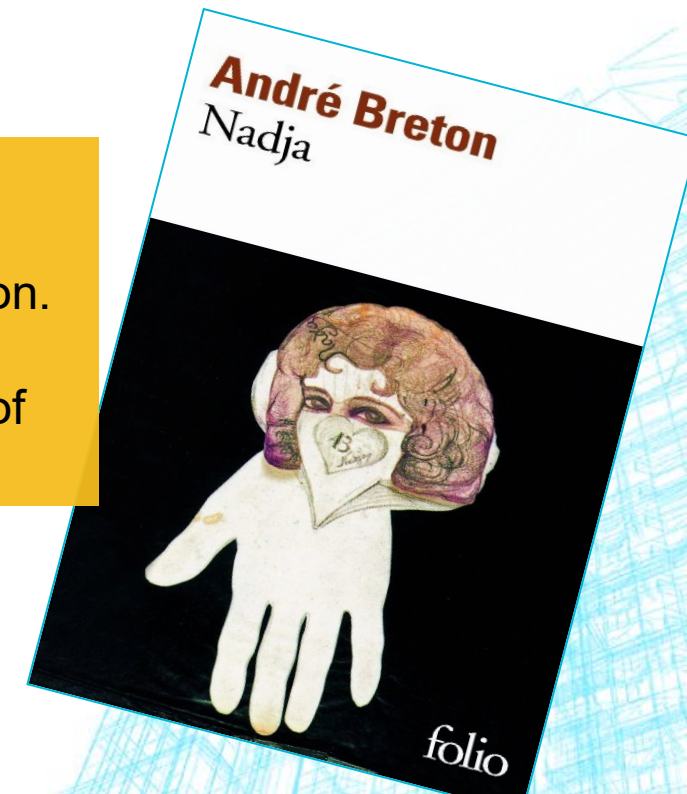
(BRETON 1928)

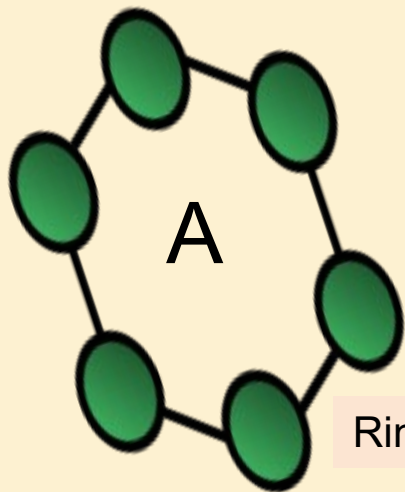
One haven for walkers is Procé Park; this gave us a destination for our walk, and research showed that the park had a literary connection to the surrealist writer, André Breton. He worked in Nantes in early twentieth century. But how do you design a walk? What are the topographics of its route?

Park & Write

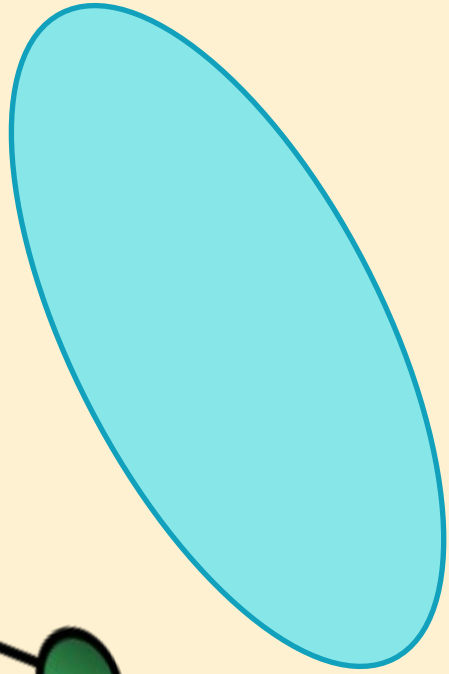


PARK &
WRITE

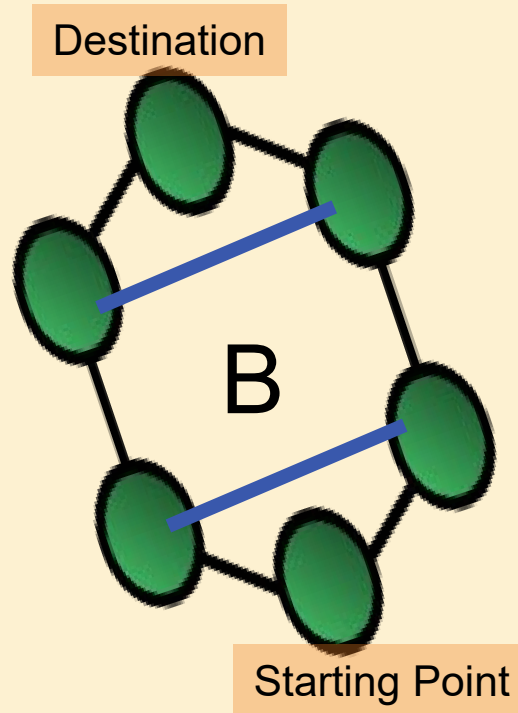




Ring Topology – All data passes all points



An ellipse is a section through a cone, 'a hill'.
My ellipse design leads visitors up from a river valley
in the town and back downhill as the walk ends.



- What shape should we design as tourism engineers for guided walking routes?
- We can start with a Ring Topology drawn from computer network design A
- And then introduce Mesh Networking to provide options for downtime and alternative routes -see B.





路径故事

Way-tale

- Way-tales or *récits de voie* in French – participants record their voices as they walk through urban areas that are not yet part of tourism offering, using their body – their gait and voice.
- Own positive emotional memories or imaginations are triggered by the marvellous, briefed by researcher.



THE SPOKEN RECORDINGS = THE DATA

1 Elle	20 minutes
2 Maître	18 minutes
3 Les	22 minutes
4 Poète	18 minutes
5 Trustin	15 minutes
6 Chercheur	21 minutes



GERUND CODING

▼	Gerund Coding	Transcription
<i>Elle</i>	Themes	Audio Recording Filename 170403_0006.MP3 below:
Stanza 1 0m6s 170403_ 0006	Breton [1896-1966]. Seeing street populated with poet from history. Walking in their footprints. Tracking, Following writer from the past. Matching own gait and route to past.	Le Lycée Guist'hau. [long pause] Je suis sur les traces peut-être les pas perdus, les pas perdus d'André Breton, Jacques Vaché.
Stanza 2 0m21s	Boissier [1870-1905] Discovering past walking routes. Meeting poets from the past via their names as street-names, toponyms	Je retrouve ces pas au fil de la rue en pente là, d'ailleurs il y a aussi une rue, une rue qui s'appelle Émile Boissier un poète, un poète né bien sûr bien avant avant André Breton et Jacques Vaché.
		Filename 170403_0007.MP3 :
Stanza 3	Climbing uphill,	Je m'éloigne du Lycée Guist'hau qui a été un hôpital

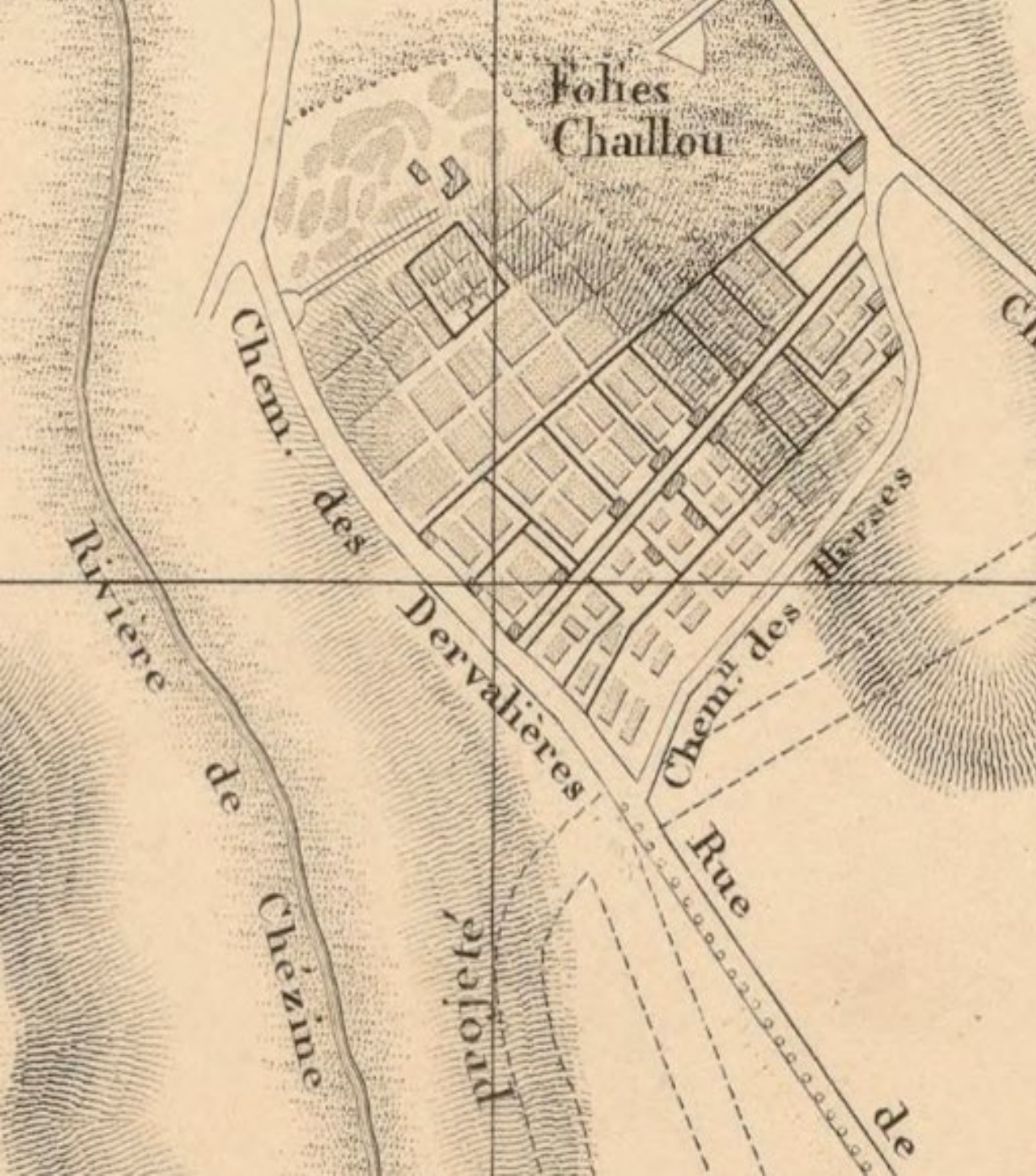
City-Branding Consultancy

These interviews and walks along with work in the city archives would provide consultancy to districts seeking to attract tourists in an inclusive way for the local population.





Let's look at some
of those spots the
respondents found
to be 'marvellous' -
une basse-cour
A barnyard for
poultry
- in the heart of the
urban space



Using the Archive to dig beneath these spots of the marvellous 1838

The north-eastern bank of the little river Chézine.

Le Chemin des Herbes = the pathway of the horse harrows.

No Avenue Camus!

Reference in BnF Gallica

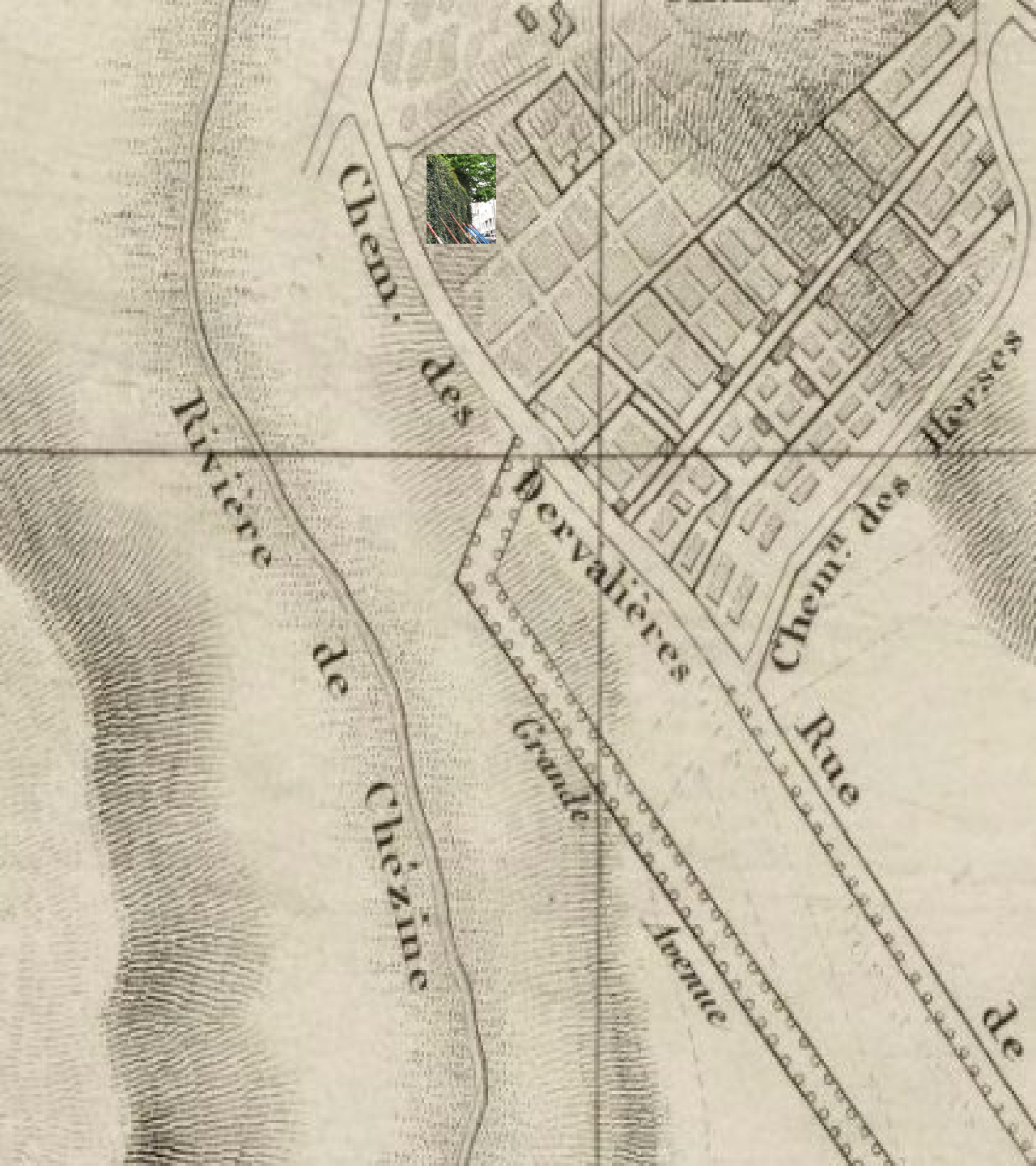
Jouanne (1838) *Plan de Nantes dressé par Jouanne*, Nantes, Forest. Permalink

<http://gallica.bnf.fr/ark:/12148/btv1b530299027>

Deep Mapping

What was there? 1853

Grande Avenue drawn lined with trees on both sides of the street.





Sites of Emergence during my fieldwork in 2017

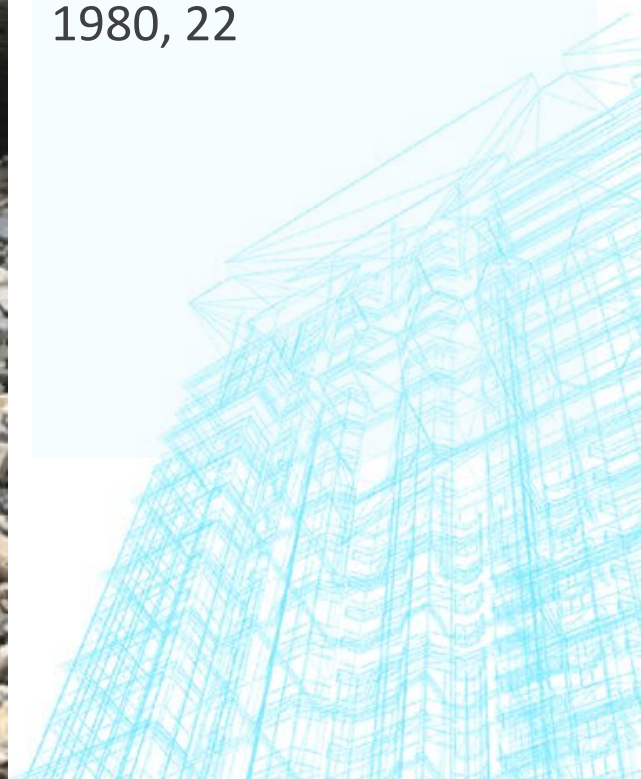
Nature reclaiming the terraced slopes
of the valley of La Chézine river,
bursting onto the streets here on the
Rue des Dervallières.
Sites of Emergence concept from
Foucalt.



Flat places for visitors to stand securely – terraces or plateaux
Develop a Tourism Writing Practice from
Deleuze's approach

We're writing this
book like a rhizome.
We've made it from
plateaux. We've
given it a circular
form.

DELEUZE & GUATTARI
1980, 22

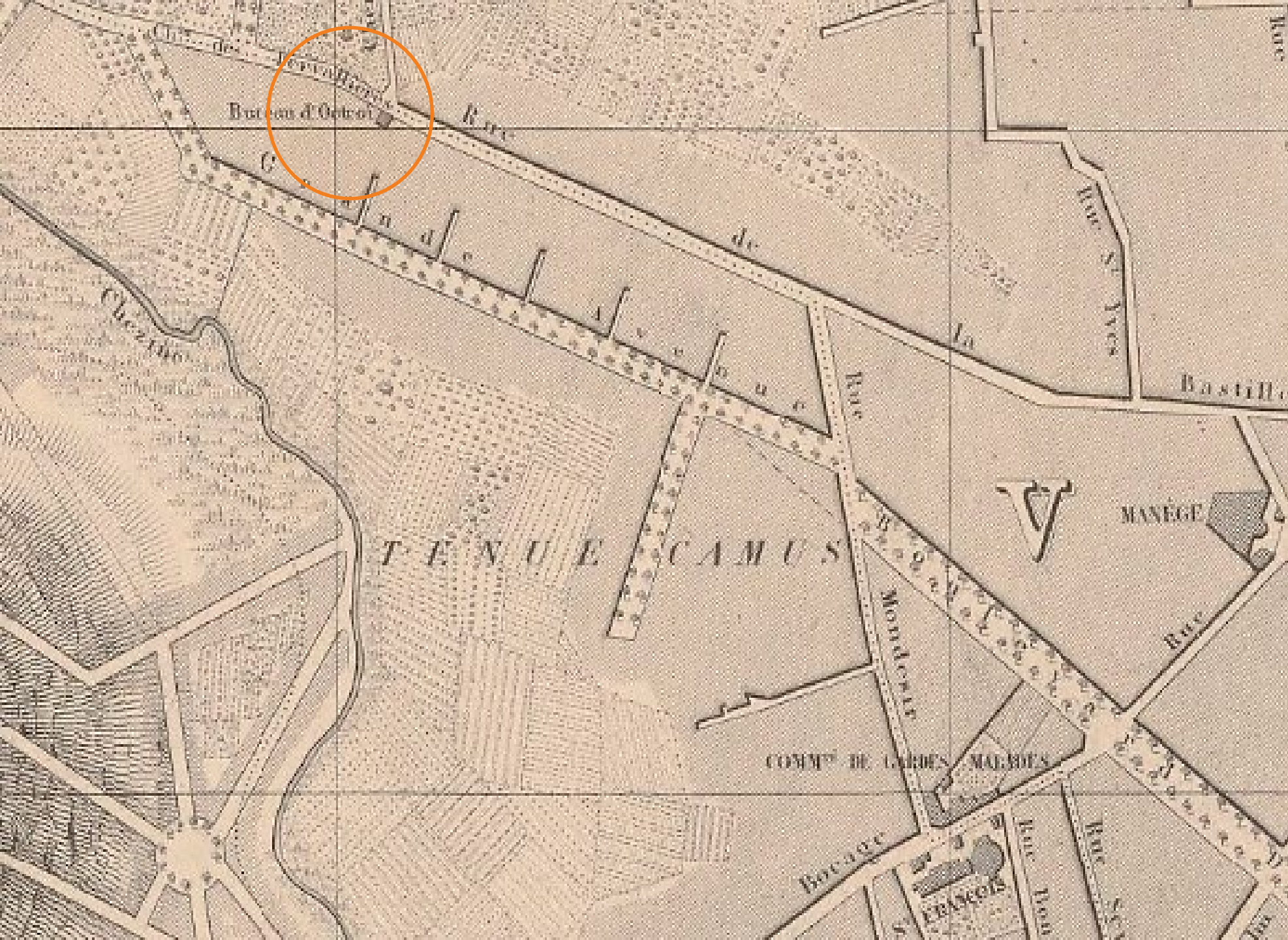


1849

Map drawn by
Amouroux,

Shows fields of la
Tenue Camus

Let's zoom-in on one
of those places of
emergence, the toll-
bar or customs
office. It was built on
a plateau so that the
horses would not
move...







Writing stories for the plateaux

This research part of this work has been accepted for publication in:

Journal of Tourism, Heritage & Services Marketing, 'Travel Writing in Place Branding - A Case Study on Nantes'

And the development of the 3 stories submitted to:

In Passage Journal of Writing and Mobility, 'Les pratiques d'écriture pour la construction de l'espace imaginaire'

- ***Sous les pavés, le bocage***

What lies beneath the streets?

- ***Heureux là-bas***

Are you happy here?

- ***La perception de la gravité***

Can you feel the gravity?

Next Step: What do visitors want to read?

<https://goo.gl/forms/rOc29nFTPwrGgib11>

On-going analysis of travel writing and blogging discourse practices. Please answer simple questionnaire at this url or scan this QR code:

My current work is on writing from these data for visitors and tourists



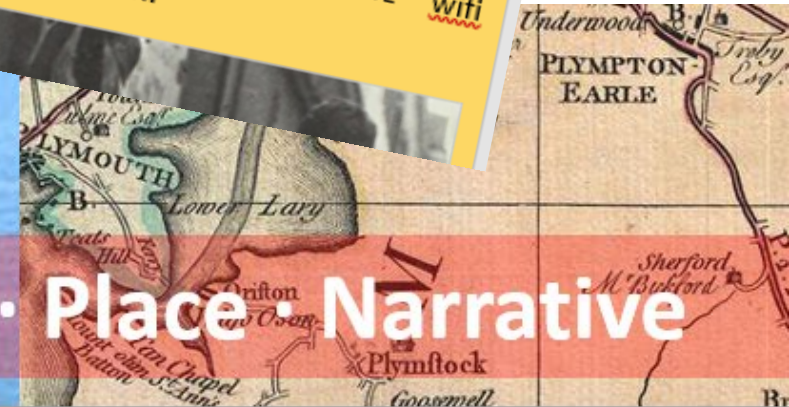
Journey · Place · Narrative

Delivery of the Stories

- Deliver Ramble Strips or spoken audio to your smart phone based on geo-location
- Ramble Strips for your smart phone, or in French: *Une bande flâneuse*



Journey · Place · Narrative



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